

BUSINESS ADMINISTRATION ADVISING GUIDE SPRING - 2015

BBG*101, Introduction to Business (3 credits)

This introductory course examines business and how it operates in our private enterprise system, a multicultural society and a global marketplace. Areas of basic study include: marketing, management, finance, information systems and career opportunities. **Not open to students who have completed BMG*202. Prerequisite: Eligible for either ENG*101E or ENG*101.**

BBG*115, Business Software Applications (3 credits)

This hands-on course is designed for Business Administration/Marketing majors to utilize the microcomputer as a tool. With the Microsoft Office Suite, students will learn to use each software package to contribute value to business. **Not open to students who have completed CSC*101. Prerequisite: Eligible for either ENG*101E or ENG*101.**

BBG*231, Business Law I (3 credits)

An introductory study of the legal system of the United States and its relationship to the business manager. Topics include contracts, sales (general background in torts and product liability under Article 2 of the UCC), negotiable instruments and administrative agencies. **Prerequisite: Eligible for ENG*101.**

BBG*234, Legal Environment of Business (3 credits)

An in-depth study of business organizations including agency and securities regulation and antitrust regulations with emphasis on real and personal property including an in-depth study of secured transactions under Article 9 of UCC. **Prerequisite: Eligible for ENG*101.**

BBG*294, Business Internship (3 credits)

This course will enable students, individually and as part of a team, to become involved in problem-solving and decision-making activities in the business community. A research project or activity will be cooperatively undertaken by the students and representatives from business and industry. The students will participate in seminars presented by the instructor. To be eligible, students must demonstrate academic ability, personal ability to be self-paced and work with people in various business situations. **Prerequisites: completion of 24 college credits and permission of the instructor.**

BBG*295, Cooperative Work Experience I (3 credits)

This course enables a student who has completed 24 credits with a G.P.A. of 2.5 or higher to earn college credit for work experience in a career which correlates with his/her business program of study. Student must work a minimum of 15 hours per week in a college-approved position as well as attend seminars. **Prerequisite: completion of 24 completed college credits, GPA 2.5 and permission of the instructor.**

BES*118, Small Business Management (3 credits)

An introduction to small business management, including the attitude, knowledge and skills needed to own and operate a small business. Topics include the resources needed in the formation of new ventures, an understanding of the basic business skills needed to finance, market and manage a small business, risk taking and the formulation of a well-conceived business plan. **Prerequisite: Eligible for either ENG*101E or ENG*101.**

BFN* 201, Principles of Finance (3 credits)

This course provides basic principles involved in the process of making financial decisions. Topics include the time value of money, ratio analysis of financial statements, leverage, cash flow and working capital and the relationship of risk to return. **Prerequisite:** ACC*115 . **Recommended:** ENG*101 and MAT*137.

BMG*202, Principles of Management (3 credits)

An introduction to the principles of management and their application to business organizations. Emphasis is placed upon the management functions; development of a philosophy of total quality management; interpersonal behavior; and business problem solving activities. **This is a “D” course.** **Prerequisite:** *Eligible for* ENG*101.

BMG*204, Managerial Communications (3 credits)

The development of effective written, oral and electronic business communication. Selected assignments include writing business memos, letter and short reports, nonverbal communication, oral presentations, electronic mail and listening. **This is an “L” course.** **Prerequisite:** *Completion of* ENG*101 or ENG*101E.

BMG*210, Principles of Organizational Behavior (3 credits)

This course examines concepts and theories that help managers understand, motivate, and supervise employees. Emphasis is placed upon interaction of individuals and groups relative to management’s actions and the organization’s needs. Contemporary case studies are presented to develop an effective management skill set. No credit awarded to students who have previously taken **BMG*105, Supervision and Organizational Behavior.** **Prerequisite:** *BMG*202*.

BMG*220, Human Resource Management (3 credits)

This course examines the decision-making process of managing human resources. Topics include organizational environments; recruitment, selection, training and development, and performance appraisal; leadership and motivational philosophies and strategies; and group behavior. Emphasis upon current labor market and case study analysis. **Prerequisite:** *BMG*202*.

BMK*103, Principles of Retailing (3 credits)

The study of the retail sector of our economy and the role it plays in the marketing process. Emphasis is placed upon current trends in retailing and the factors responsible for change. The organization and operation of conventional retailing institutions and non-store methods of retailing will be explored. **Prerequisite:** *Eligible for* ENG*101 or ENG*101E

BMK*123, Principles of Customer Service (3 credits)

This course is designed to develop the necessary skills for success as a customer service provider. The course examines various service situations and develops an attitude of superior customer service which is critical to success in all organizations. **Prerequisite:** *Eligible for* ENG*101 or ENG*101E.

BMK*201, Principles of Marketing (3 credits)

An overview of the multifaceted discipline of marketing in a service-oriented economy. Consideration is given to market segmentation, target markets, consumer and industrial markets. Emphasis is placed upon developing a marketing mix, including product planning; pricing; the role of distribution; and promotional strategies. **Prerequisite:** *Eligible for* ENG*101 .

BMK*216, Internet Marketing (3 credits)

This course introduces the student to this exciting, significant part of a business’ marketing mix: marketing on the Internet. Students will use the Internet as a source for market research, a communication medium and as a distribution channel. Cyberspace is very fluid and every effort will be made to take full advantage of this medium. Some basic marketing and computer knowledge is necessary.

Prerequisite: *Eligible for* ENG*101

BUSINESS ADMINISTRATION DEGREE REQUIREMENTS - 2015

General Education Requirements	24 -27 Credits
* ENG101 Composition	3
*COM173 Public Speaking	6
Mathematics Electives ++ MAT137 & MAT168	3
*ECN101 Principles of Macroeconomics	3
* ECN*102 Principles of Microeconomics	3
PSY* or SOC* Elective	3
Science Elective	3 OR 4
Fine Arts Elective	
Business Administration Program Requirements	22 or 23 Credits
*ACC115 Financial Accounting	4
** ACC118 Managerial Accounting or **BFN201 Principles of Finance	3 OR 4
***BBG115 Business Software Applications or CST201 Introduction to Management Information Systems	3
* BMK201 Principles of Marketing	3
* BMG202 Principles of Management	3
* BMG204 Managerial Communications	3
*BBG231 Business Law I or BBG234 Legal Environment of Business	3
Business Elective	3
Open Elective	3
Directed Business Electives (Choose 2 from the list below)	6 Credits
BES118 Small Business Management	
*BMG210 Principles of Organizational Behavior	
*BBG220 Human Resource Management	
BFN201 Principles of Finance (if you have taken ACC118 as your program requirement)	
BBG234 Legal Environment of Business (if you have taken BBG231 as your business requirement)	
BBG294 Business Internship	
BBG295 Cooperative Work Experience	
BMK216 Internet Marketing	
BMK123 Principles of Customer Service	
Total credits:	60 /62
* Prerequisite - English 101 or permission of instructor	
**The prerequisite is ACC115 for both ACC118 Managerial Accounting or BFN201 Principles of Finance	
*Prerequisite of BMG202 or permission of the Instructor for BMG210 Principles of Organizational Behavior	

BUSINESS ADMINISTRATION BY SEMESTER – 2015

Full-time students should follow the four-semester sequence listed below in order to graduate from this program in two years.

FIRST SEMESTER		CREDITS
* ENG101 Composition		3
***BBG115 Business Software Applications or CST201 Introduction to Management Information Systems		3
Mathematics Elective ++ MAT137		3
* BMG202 Principles of Management		3
*BBG231 Business Law I or BBG234 Legal Environment of Business		3
SECOND SEMESTER		
* BMG204 Managerial Communications		3
PSY* or SOC* Elective		3
Mathematics Elective ++ MAT167		3
* BMK201 Principles of Marketing		3
Directed Business Elective		3
THIRD SEMESTER		
*COM173 Public Speaking		3
*ACC115 Financial Accounting		3
* ECN*102 Principles of Microeconomics		3
Science Elective		4
Fine Arts Elective		3
FOURTH SEMESTER		
** ACC118 Managerial Accounting or **BFN201 Principles of Finance		3 or 4
*ECN101 Principles of Macroeconomics		3
Directed Business Elective		3
Business Elective		3
Open Elective		3
Total Credits		61- 62
* Prerequisite- English 101 or permission of instructor		
**The prerequisite is ACC115 for both ACC118 Managerial Accounting or BFN201 Principles of Finance		
*Prerequisite of BMG202 or permission of the Instructor for BMG210 Principles of Organizational Behavior		

BUSINESS ADMINISTRATION COURSES TRANSFERABILITY SPRING 15

CODE	TITLE	CCSU	ECSU
BBG101	INTRO TO BUSINESS	MGT ELECTIVE - 3 CR	BUS ELECTIVE - 3 CREDITS
BBG115	BUSINESS SOFTWARE APPLICATIONS	NO CREDIT	FULL CREDIT - INFO SYS
BBG231	BUSINESS LAW I	FULL CREDIT	FULL CREDIT
BBG234	LEGAL ENVIRONMENT	FULL CREDIT	BUS ELECTIVE - 3 CREDITS
BBG294	BUSINESS INTERNSHIP	NO CREDIT	NO CREDIT
BBG295	COOPERATIVE WORK EXPERIENCE	WORK ELECTIVE - 3 CR	BUS ELECTIVE - 3 CREDITS
BES118	SMALL BUSINESS MANAGEMENT	MGT ELECTIVE - 3 CR	BUS ELECTIVE - 3 CREDITS
BFN201	PRINCIPLES OF FINANCE	FULL CREDIT	FULL CREDIT
BMG202	PRINCIPLES OF MANAGEMENT	FULL CREDIT	FULL CREDIT
BMG204	MANAGERIAL COMMUNICATION	FULL CREDIT	BUS ELECTIVE - 3 CREDITS
BMG210	PRINCIPLES OF ORG.BEHAVIOR	ELECTIVE - 3 CREDITS	ORG. BEHAVIOR - 3 CR
BMG220	HUMAN RESOURCE MGT	MGT ELECTIVE - 3 CR	HUMAN RESOURCE MGT - 3 CR
BMK103	PRINCIPLES OF RETAILING	MKTG ELECTIVE - 3 CR	BUS ELECTIVE - 3 CREDITS
BMK123	PRINCIPLES OF CUSTOMER SERVICE	ELECTIVE - 3 CREDITS	BUS ELECTIVE - 3 CREDITS
BMK201	PRINCIPLES OF MARKETING	FULL CREDIT	FULL CREDIT
BMK216	INTERNET MARKETING	ELECTIVE - 3 CREDITS	BUS ELECTIVE - 3 CREDITS
CODE	TITLE	SCSU	UCONN
BBG101	INTRO TO BUSINESS	FULL CREDIT	BA 1000 LEVEL
BBG115	BUSINESS SOFTWARE APPLICATIONS	ELECTIVE - 3 CREDITS	NO CREDIT
BBG231	BUSINESS LAW I	LEGAL ENV. - 3 CREDITS	BA 1000 LEVEL
BBG234	LEGAL ENVIRONMENT	LEGAL ENV. - 3 CREDITS	BLAW 3175 - FULL CREDIT
BBG294	BUSINESS INTERNSHIP	NO CREDIT	NO CREDIT
BBG295	COOPERATIVE WORK EXPERIENCE	ELECTIVE - 3 CREDITS	NO CREDIT
BES118	SMALL BUSINESS MANAGEMENT	MKT ELECTIVE - 3 CR	BA91000- BA 1000 LEVEL
BFN201	PRINCIPLES OF FINANCE	CORP FINANCE - 3 CR	BA91000- BA 1000 LEVEL
BMG202	PRINCIPLES OF MANAGEMENT	FULL CREDIT	MGMT1801
BMG204	MANAGERIAL COMMUNICATION	ELECTIVE - 3 CREDITS	BA 1000 LEVEL
BMG210	PRINCIPLES OF ORG.BEHAVIOR	ORG. BEHAVIOR - 3 CR	MGMT3101
BMG220	HUMAN RESOURCE MGT	MGT ELECTIVE - 3 CR	BA 1000 LEVEL
BMK103	PRINCIPLES OF RETAILING	MKT ELECTIVE - 3 CR	NO CREDIT
BMK123	PRIN. OF CUSTOMER SERVICE	ELECTIVE - 3 CREDITS	NO CREDIT
BMK201	PRINCIPLES OF MARKETING	FULL CREDIT	MKTG3101
BMK216	INTERNET MARKETING	E-COMM MKTG - 3 CR	BA 1000 LEVEL